



NUS PITCH IT

Tan Anna

Sharyl Chin

Gwee Yu Xuan

Aloysius Ang

Keisha John Nathan

Team Number: 51



CURRENT ENVIRONMENT



SWOT ANALYSIS (Changi Rewards)



Strengths:

- Free sign up
- GST absorbed shopping
- Major brands are with Changi Rewards

Weaknesses

- Lack of awareness
- Inconvenient to get to Changi Airport
- Unattractive redemption point system

Opportunities:

- Yearly disposable income is increasing
- Most local visitors are public transport commuters

Threats

- Thousands of retail locations

MACRO ENVIRONMENT

- **Political:** Under political analysis, this pertains to government controls.
- **Economic:** Changi relies on revenue not only from tourists but also from stores such as duty free and others. With improved changi rewards perks sales would increase vividly.
- **Socio-cultural:** The retail industry is changing rapidly and the demand to purchase items using the Changi rewards system is declining . We looked closely at what exactly people are attracted to, to obtain more sign-ups based on our target audience.
- **Technology:** With advancing technology now, Changi can make use of that to use social media and QR codes to entice people to sign up as a Changi rewards member.

MICRO ENVIRONMENT



- **The company:** Changi's vision is to be the world's leading airport company, growing a safe, secure and vibrant air hub in Singapore and enhancing the communities we serve worldwide. They aspire to build a company where ordinary people achieve exceptional results.
- **Marketing Intermediaries:** CAI (Changi Airports International).
- **Competitors:** Their competitors are beyond regional airports (e.g Dubai Airports, Hong Kong International Airport)
- **Publics:** We will be using social media to promote the new version of Changi rewards system.
- **Customers:** Changi sees various customer groups. We are targeting young adults.

AUDIENCE ANALYSIS (from survey results)



Psychographics:

Personality: Wild, carefree, adventurous

Social Class: Upper and Middle class

Demographics:

Age: 18 - 25 year olds

Gender: Male & Female

Income: High & medium

Behaviour:

Brand loyalty: Due to the nature of Changi Airport, consumers have no choice but to make use of Changi Airport

INSIGHTS FROM SURVEY RESULTS



- ◆ More than half of respondents only signed up for Changi Rewards because it was **free** - A lack of drive or major benefit for them to sign up
- ◆ More than half of respondents **only spend from \$0 - \$100** at Changi monthly - Rarely visits nor spends money at Changi
- ◆ **64% take public transport to Changi** - General target consumer is an average middle class Singaporean

CONSUMER PROFILE

Name	Emily Tang
Age	23
Gender	Female
Marital Status	Single
Short Description	She is a normal girl who likes to live in the moment, likes to just hang out with friends when not studying and hops onto trends easily. She is also environmentally friendly.
Interests	Hanging out with friends, shopping, nature, saving the environment and thrifting
Characteristics	Ambitious, easy going and light hearted
How often do they fly overseas/visit Changi	1 to 2 times a year



CONSUMER PROFILE (Heartlander)

Name	Amos Lee
Age	23
Gender	Male
Marital Status	Single
Short Description	He is a Singaporean living in the North side of Singapore. He enjoys a simple lifestyle and travels by public transportation. He is always looking for ways to save money or a good deal.
Interests	Hanging out with friends, Holidays, going to festivals or events for quality time with his loved ones
Characteristics	Amiable, practical, thrifty
How often do they fly overseas/visit Changi	1 to 2 times a year



SITUATIONAL ANALYSIS



- Currently Changi rewards members are entitled to \$5 off any purchase at all Changi outlets (e.g in Jewel) with a minimum of 500 points.
- Internally, the sign-ups for this rewards system is not increasing and this impacts Changi's retail portion. Their sales will plummet.



BIG IDEA

BIG IDEA



- ◆ An event-based campaign that emphasises on shifting the perspective of the public of Changi Airport to being a location of choice for consumers for leisure activities. Using a fun approach through the use of niche events leveraging on upcoming holidays (like Halloween and branch out in the future to Christmas, New Year's etc) or upcoming movies and trends to incentivise a visit to Changi Airport for experiences other places cannot offer.
Members of Changi Rewards can receive free entry to specialised events to drive sign ups.

HOW HALLOWEEN EVENT WILL PLAY OUT:



- Leverage on resources Changi already owns (Jewel Hedge Maze)
- Convert maze into a haunted maze for halloween event with specialised characters
- Entry would be free if consumers sign up for ChangiRewards and subsequent events would also be free if they are members.
- This would be a new perk for ChangiRewards members.



Research on the priorities of Singaporean youths



OCBC's 2019 "Frankly Asked Questions" survey shows that the top concerns of SG youths aged 16 to 29 (total of 866 respondents) are:

1. Giving back to the community (77% of respondents)
2. Parents' finances for retirement (73% of respondents)
3. Environmental impact caused by purchased products (63% of respondents)

THEMED EVENTS



◆ **Thrift and Save:** Sign up with Changi rewards to participate in the event. By donating your second hand clothes, you can earn Changi rewards points which you can use to redeem other clothes donated by other members or for your own usage. It will also help in saving the environment and the Earth.

Signing up will also give a few points to allow new members to redeem clothes without donating any.

Reasoning for Thrift & Save Event



Thrift & Save will cater to youths aged 16 to 29's two big concerns:

1. Giving back to the community
2. Environmental impact

It'll be attractive to our target audience as it tackles their big concerns in life & thrifting has also become a big trend amongst our target audience.

Key Messages



- ◆ Changi Airport is a mall as much as it is an airport
- ◆ Changi Rewards benefits all members regardless of tiers
- ◆ Changi Rewards helps create valuable experiences for its members

In line with suggested events



Offer prizes in relation to themed events

For example:



Redeem with
250 Changi
Rewards
points



Redeem
with 450
points

PROBLEMS



1. No shuttle bus services/transportation to Changi

1. People have insufficient information about Changi Rewards



1. Major event organizers such as Universal Studios Singapore

1. Makes it a hassle to travel to Changi for points

1. Lack of awareness amongst people



Issues with Changi Rewards System



The
“rewards”
are not
appealing

I don't think I
will benefit from
signing up for
Changi Rewards



I don't visit
Changi Airport
often

I do not know
what Changi
Rewards is

SECONDARY TACTICS



- ◆ Partner with popular brands (ex: Cotton On, Muji) that have a presence in the heartlands & Changi Airport to make it convenient for people to collect points

Brands we can liaise with

COTTON:ON



Bata



MUJI
無印良品

Liaising with such brands that populate heartland areas gives people motivation to collect Changi Rewards easily.

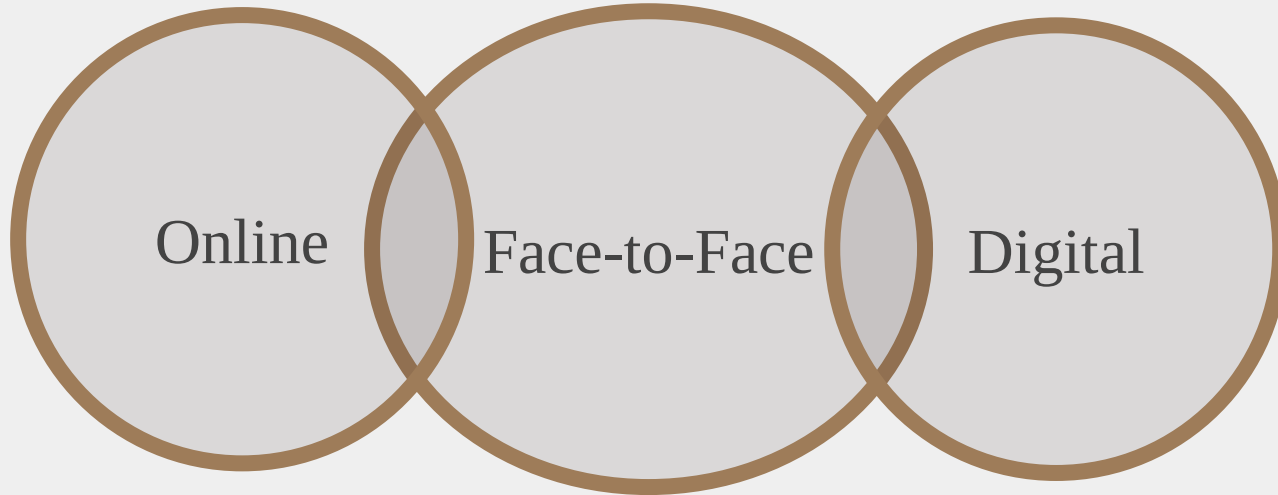
SECONDARY TACTICS



- ◆ Have free shuttle bus services in popular heartland areas with extra focus on North area
- ◆ The free shuttle bus services timings can also be checked using the IChangi app.



Integrated Marketing Communication Platforms



IMC TOOLS



Digital Marketing

- ❖ Social Media
 - Sponsored & Organic posts

- ❖ QR Codes
 - Include a QR code on outdoor posters for consumers to scan which will lead them to learn more information about the event



IMC TOOLS



Personal Selling

❖ Pop-up Booths

Stationed at tertiary schools, CBD area etc targeting millennials



IMC TOOLS



Advertising

- ❖ Posters
- ❖ Billboards
- ❖ Escalator Advertisements
- ❖ Native advertising in videos

(Collaboration with The Smart Local (TSL))

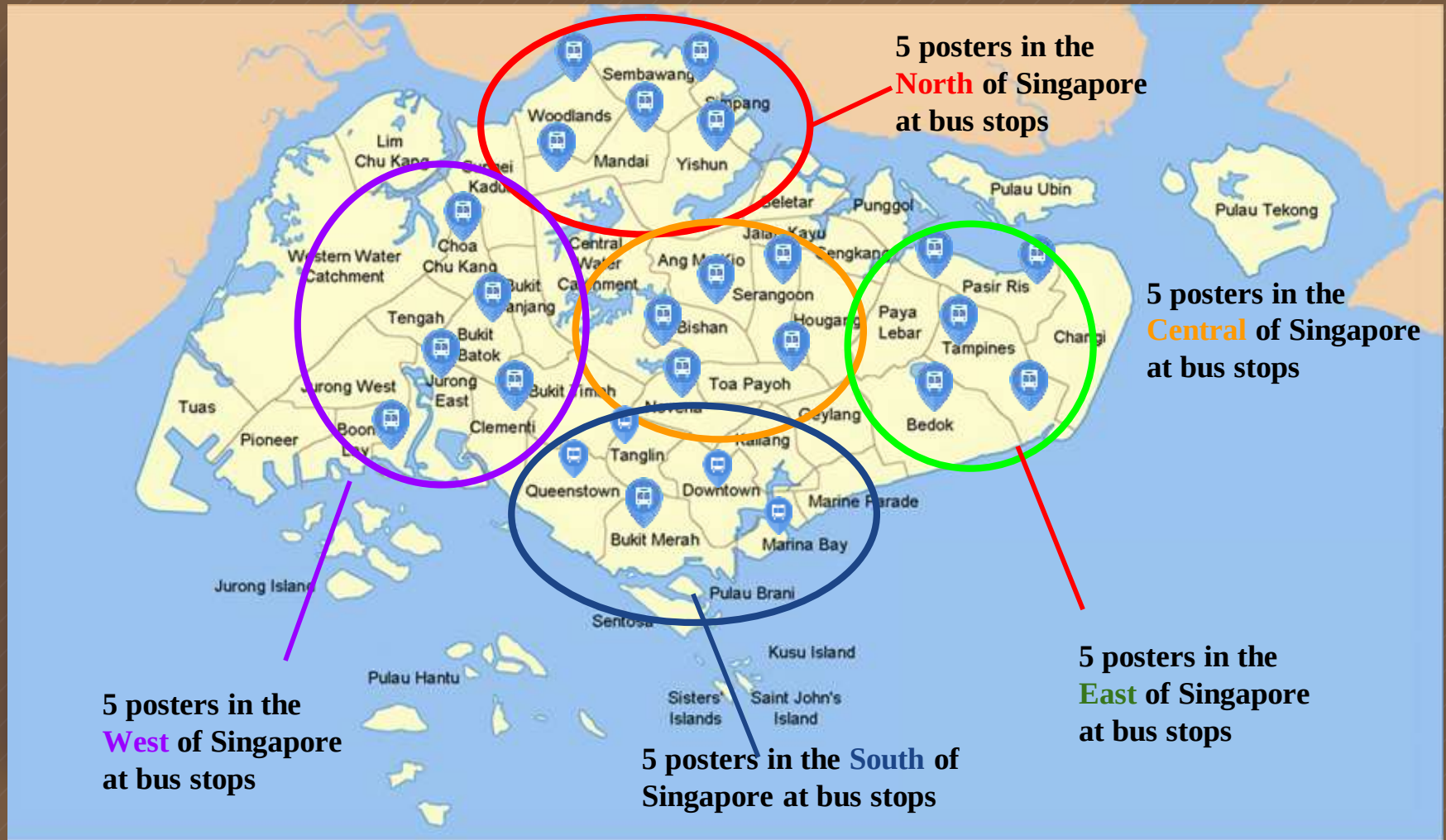


Locations of Posters



1. Bus-stops - 5 posters at main areas of Singapore
2. Escalator Advertisements in Heartland malls
3. Electronic Billboards in Central Business District area





5 posters in the **North** of Singapore at bus stops

5 posters in the **Central** of Singapore at bus stops

5 posters in the **East** of Singapore at bus stops

5 posters in the **South** of Singapore at bus stops

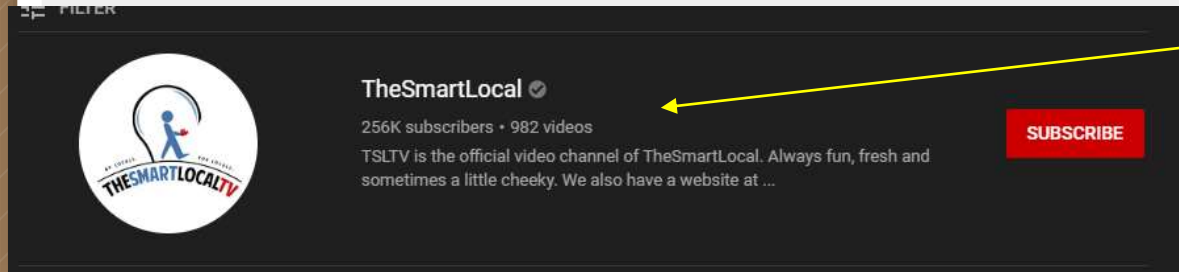
5 posters in the **West** of Singapore at bus stops

IMC TOOLS



Collaboration with TSL

- TSL will receive first hand access to events, create a video that captures the experience of Changi Rewards and how to sign up for Changi Rewards.
- At the end of the video, it will be mentioned to audiences on how they can get free admission to the event through Changi Rewards



They have garnered **256k** subscribers.

Their viewers are mostly of our target audience.

IMC TOOLS



Public Relations (PR)

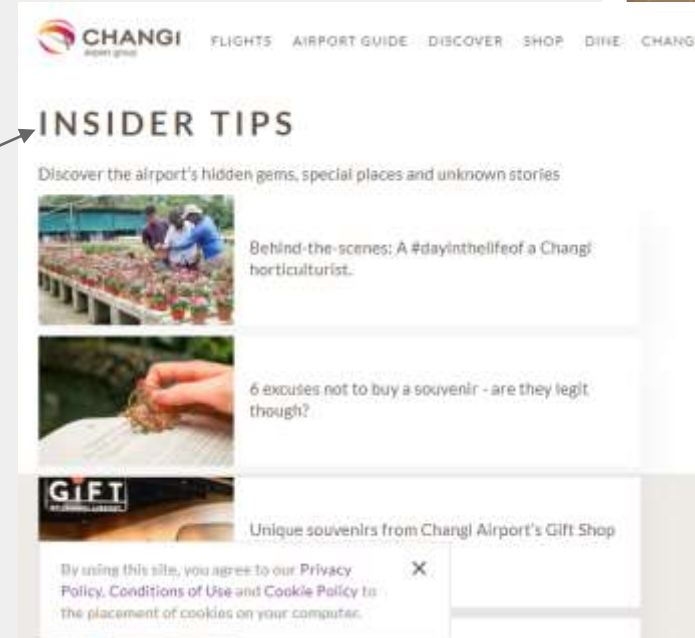
❖ Online Press Release

- Earned Media
- News Values:
 1. Proximity
 2. Timeliness
 3. Unusual

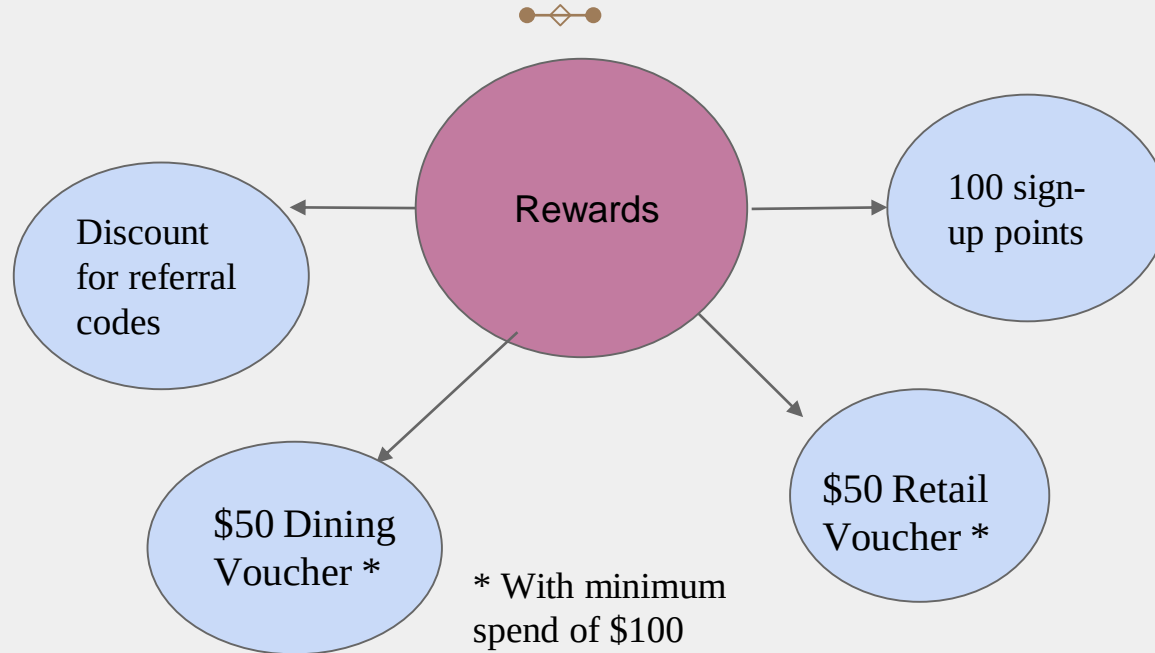
Under this section

❖ Media Tours

- Exclusive access to events first before public



New Sign Up Gifts/Benefits for New Users



Budget



\$5000

Budget breakdown



Elements	Costs
Sponsored posts (costs-per-clicks)	20 cents per click (Instagram) 50 cents per click (Facebook)
Pop-up booths (Manpower)	\$7/hr for helpers
Poster	\$4000 for poster designer 10 cents per copy

Resources



<http://www.changiairport.com/content/dam/cacorp/publications/Annual%20Reports/2017/CAG%20AR2016-17%20-%20Full%20Version%20FA.pdf>

<https://www.businessinsider.sg/singapore-millennials-care-more-about-family-society-and-self-growth-than-being-famous-or-owning-material-goods-an-ocbc-study-finds/>

[imoney.sg/articles/survey-singaporean-millennials-less-likely-materialistic/](https://www.businessinsider.sg/singapore-millennials-care-more-about-family-society-and-self-growth-than-being-famous-or-owning-material-goods-an-ocbc-study-finds/)

*note: We do not own any images or pictures used in the slides.



Thank You:)

